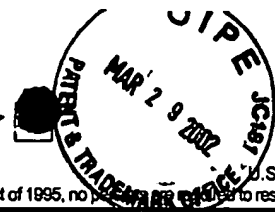


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First Named Inventor

Mallon, Kenneth P

Group Art Unit

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Examiner Name

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<i>and</i>	A	ZUFREYDEN, FRED, "New Film Website Promotion and Box-Office Performance," Journal of Advertising Research, January - April 2000, pp. 55-64.	
<i>and</i>	B	WAKEFIELD, JULIE, "Catching A Buzz New Internet Traffic Watchers Aim to Elevate Marketing to a Science," Scientific American, November 2001, pp. 30 and 32.	
<i>and</i>	C	BLANKENHORN, DANA, "Measuring Street Cred," ClickZ, April 2, 2001; <a href="http://www.clickz.com/article.php/839701">http://www.clickz.com/article.php/839701</a> ; pp. 1-4, Printed 3/18/02.	
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